

AUG24/12 14.34
*** WFTV-TV ***

REP. # _____ OFF. # 6556 SALESMAN # _____

BUYER NAME MEDIA PLACEMENT

SALES PRSN WA- JOE KNAUER

WASHINGTON, DC 20003

	CLASS:	NATL.	LOCAL	REGIONAL
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ICE)

DATE AUG24/12 14.34

** NEW ORDER **
 TTLS 12000...7X
 PLS CFM, THX 8/24

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE

ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY IDB#99140129

[illegible]

AGENCY ADVERTISER CODE = 321 AGENCY EST # = 1522
AGENCY PRODUCT CODE = 340

1	1100A-1200N	60	\$2,400.00	8/31	8/31	4
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PROGRAM : VIEW-ABC
CON COM1: VIEW-ABC
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2	400P-500P	60	\$1,800.00	8/31	1
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PROGRAM : DR OZ
CON COM1: DR OZ
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REP HEADLINE# 6297314
*** ORIGINAL REV#0 ***

REP: TEL# 703 528 7800 FAX# 703 528 7880
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP
AUG24/12 14.34
*** WFTV-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			1100A-1200N	60		\$2,400.00	9/3	9/3	1		MON	1
PROGRAM : VIEW-ABC CON COM1: VIEW-ABC												
4			1200N-1230P	60		\$1,200.00	9/1	9/1	1		SAT	1
PROGRAM : EYEWIT NW-NN SA CON COM1: EYEWIT NW-NN SA												
5			1200N-100P	60		\$2,000.00	8/30	8/30	1		THU	1
PROGRAM : EYEWIT NW-NOON CON COM1: EYEWIT NW-NOON												
6			900A-1000A	60		\$1,300.00	8/28	8/28	1		TUE	1
PROGRAM : DOCTORS CON COM1: DOCTORS												
7			1210A-105A	60		\$900.00	8/29	8/29	1		WED	1
PROGRAM : J KIMMEL-ABC< CON COM1: J KIMMEL-ABC<												
SEP/12 12000.00											CONTRACT TOTAL 12000.00	
											TOTAL SPOTS 7	

MARKET TOTALS \$38,709 WFTV 31% WKMG 16% WESH 33% WOFL 12% WKCF 2% WRBW 4% CABL 0%
WOPX 0% WRDQ 2% EFTV 0%

SHARES ESTIMATED

SVC- NSI
DEMOS- RA35+*